

# **Alcatel-Lucent, Samsung demonstrate live interactive broadcast mobile TV in S-Band based on DVB-SH at IBC**

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On the occasion of IBC, Alcatel-Lucent and Samsung Electronics today announced that they are demonstrating live broadcast mobile TV in S-Band using a Samsung handset.

The handset used for this demonstration is a Samsung SGH-P930. Following both companies' agreement in October 2006, Samsung is developing mobile handsets compatible with the DVB-SH standard. The specifications of the DVB-SH standard were approved by the DVB Project on February 14, 2007. The commercial availability of Samsung's DVB-SH models is expected in Q1 2008.

The demonstration allows users to interact with the content of all the 3G/unicast and broadcast mobile TV channels available on the handset. This unique feature-rich environment enables the provisioning of new interactive services offered as a complement to linear mobile TV, such as voting, content downloading or mobile commerce for 3G and broadcast channels. This interactivity is enabled by the Streamezzo Rich Media engine, ported on the Samsung specific Operating Systems interfaced with Samsung DVB-SH stacks, and integrated with the Alcatel-Lucent's Service Delivery Platform.

“Samsung acknowledges the growing momentum enjoyed by the DVB-SH standard,” stated Won Sik Lee, Vice President, Head of R&D Planning Team at Samsung Mobile Division. “As a leader in mobile TV-

enabled handsets worldwide, we consider mobile TV based on DVB-SH as an important source of new business opportunities for us in the months to come, due to the technology's specific advantages in terms of high-quality countrywide and indoor coverage.”

“This demonstration of broadcast mobile TV based on DVB-SH on a Samsung handset is a major milestone for the delivery of the Alcatel-Lucent Unlimited Mobile TV solution worldwide,” added Olivier Coste, Chairman of Alcatel-Lucent's mobile broadcast activities. “The integration of Streamezzo technology in our unified 3G/unicast and broadcast environment is opening the door to a truly personalized mobile TV experience for the mass market.”

“We are glad to become part of the growing industry ecosystem supporting the new DVB-SH standard for mass market mobile TV,” stated Alain Blancquart, Chief executive officer of Streamezzo. “Thanks to the flexibility of Streamezzo best-in-class Rich Media technology and to our close cooperation with Alcatel-Lucent and Samsung, it took us all less than three months to integrate our solution with their service delivery platform, broadcast infrastructure and handsets.”

Alcatel-Lucent's Unlimited Mobile TV solution is an end-to-end solution encompassing network infrastructure for DVB-H and DVB-SH (including terrestrial transmitters, antenna systems, satellite and backhauling), network head-end, application platform, unicast/broadcast integration, and professional services like deployment, operation and maintenance. This solution is supported by an ecosystem of partners including major chipsets vendors and terminals manufacturers. Alcatel-Lucent helps mobile TV services providers design, develop, deploy and operate effective mobile TV solutions, optimized specifically for their environment in terms of technologies and spectrums.

Source: Alcatel-Lucent

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